









MY CITY IS NOT YOUR ASHTRAY

Keep Charleston Beautiful

8 Fast Facts:

-  Cigarette butts are litter!
-  Cigarette butts are the most littered item in the world- trillions are littered each year! An estimated 2 million are littered in Charleston annually.
-  Cigarette litter represents over 20% of all litter collected in community cleanup initiatives within the United States.
-  Cigarette filters are not cotton! They are cellulose acetate (a.k.a plastic) and they stay in the environment for a minimum of 5 years and in some cases they never degrade.
-  Cigarette butts are harmful to children, pets, wildlife and the environment.
-  18% of litter dropped on the ground is washed into streams, rivers, lakes and oceans by stormwater runoff.
-  Once exposed to water, cigarette filters start to release toxins that pollute the environment and harm wildlife.
-  Cleaning up cigarette litter in Charleston costs nearly \$100,000 a year.

Keep Charleston Beautiful kicked-off its **My City Is NOT Your Ashtray** program in response to the ever-growing problem of cigarette litter in our city.

Cigarette litter includes: cigarette butts, cigarette packaging, matches, and other cigarette-related products.







The solution is education and public awareness!

It is important to increase awareness about the impact cigarettes have on our community and environment.

Both smokers and non-smokers can help by educating friends and family.

Do Your Part:

-  **Encourage smokers to use public, portable and pocket ashtrays.**
-  **Encourage smokers to be aware of their surroundings and to locate proper disposal options before they light-up.**
-  **Know local litter ordinances: A fine of \$1,087 is applicable to all littering offences in Charleston, and this includes cigarette litter.**
-  **Let people know you care about your city by reporting litter violations to 1-877-7LITTER (754-8837), a litter hotline supported by PalmettoPride.**



Information for this brochure comes from Keep America Beautiful and Keep Charleston Beautiful.

For more information contact Keep Charleston Beautiful at (843) 579-7501 or visit our web site at www.keepcharlestonbeautiful.org



Keep Charleston Beautiful is dedicated to promoting the cleanliness and beautification of the City of Charleston through education programs, public awareness and community cleanups.

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www.keepcharlestonbeautiful.org

Please contact our office if you are interested in receiving a FREE bumper sticker or a pocket ashtray.

Keep Charleston Beautiful
823 Meeting Street
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Phone: (843) 579-7501
www.keepcharlestonbeautiful.org

Educating today for a litter-free tomorrow!

Keep Charleston Beautiful is an affiliate of Keep America Beautiful, Inc.



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